

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND



Roses

1956

CIRCUS
All-America
Floribunda Rose
for 1956

Paul J. Howard's **BUSH ROSES**

Paul J. Howard's is in a unique position to present to you just the finest of rose varieties. Available to us are the creations of all the rose hybridizers in America and Europe. As a pioneer in the Nursery and Landscape business in Southern California, the Paul J. Howard organization's knowledge and experience in rose growing assures you that at California Flowerland, you will get just the recommended varieties for your location. Our heavy, well-branched plants, with vigorous root systems, promise you loads of blooms this Spring.

DORMANT ROSES

BUSH, CLIMBING AND TREE ROSES are available dormant, bare-root, from January to March 15. Early planting is most desirable.

The price listed for each variety is for **BARE-ROOT ROSES**.

Free delivery of rose orders for \$5.00 or more, in Los Angeles Metropolitan Area. All others, please add 50c to each order to partially cover packing costs. We pre-pay postage, except on Tree Roses.

California orders please add 3% sales tax. Los Angeles orders add 4% sales tax.

DISCOUNT ON QUANTITY

Orders for 3 or more of one variety, or 10 or more assorted varieties, deduct 10%.

ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available, we grow in especially prepared soil, large showy bushes in 5-gallon tins. These superior big plants may be selected and planted out while in full bloom. Because of weight and bulk, these Established Roses are practical only for local truck delivery, or "Cash and Carry."

You can figure prices of Established Roses as follows:

BUSH ROSES established in 5-gallon tins, \$1.00 more than bare-root prices.

CLIMBING ROSES established and staked, each \$4.50

TREE ROSES in 5-gallon tins, staked, each \$5.50

QUEEN ELIZABETH

1955 All-America Winner

(Pat. No. 1259)

A lovely new rose in the Grandiflora class, combining the beauty, size and lasting qualities of the Hybrid Tea roses with the freedom of bloom of the Floribundas. The broad petalled buds and blooms of soft carmine rose blended with dawn pink, are delightfully fragrant and borne singly and in clusters on long, strong stems, nearly thornless. Foliage is exceptionally disease-resistant and covers the tall vigorous plants almost to the ground. Queen Elizabeth is a wonderful garden rose, and equally fine as a cut flower. Shown in color on page 12. \$2.75

CIRCUS

All-America Winner for 1956

(Pat. Applied For)

The first "multicolor" rose in the Floribunda class. Circus makes a spectacular display of changing colors as the lovely high centered flowers unfold, — yellow, buff, orange, scarlet, pink and red, the predominant color being yellow. The dainty buds and perfectly formed fragrant blooms are borne in great clusters on sturdy stems, long lasting as cut flowers. Bush is compact and low growing, to 2½ ft. high, with good dark green foliage. Makes a fine plant for massing and for low borders. See illustration in color on front cover. \$2.50

PAUL J. HOWARD'S *California Flowerland*

TELEPHONES: TEXAS 0-2951 • GRANite 3-1171 • EXmont 7-2118

11700 National Boulevard, Los Angeles 64, California



PAUL J. HOWARD'S FAMED CALIFORNIA ROSES

lining our driveway, bloom from April until they are pruned for the next season's growth, in winter. Each plant produces hundreds of huge double roses, glowing ruddy orange in color.

California Flowerland Bush Roses

BUCCANEER. (Pat. No. 1119) Brilliant, unfading yellow buds open to cup-shaped flowers of about 30 petals, fragrant and long lasting. Of the new Grandiflora class, the plant is very tall and vigorous, with handsome healthy foliage and blooms constantly to late fall. **\$2.50**

CALIFORNIA. (Pat. No. 449) The sensational coppery orange rose bordering our driveway. Each massive bush produces hundreds of big roses each season. Buds are vivid orange, foliage bronze green. Most outstanding of the orange-toned roses, particularly fine in coastal areas. **\$1.50**

CALIFORNIA CENTENNIAL. (Pat. No. 953) One of the outstanding dark red roses, originated by the late Fred Howard. Long spiral buds and large double blooms of lovely form are glowing crimson, intensely fragrant, on long strong stems. Vigorous, unusually free flowering. **\$1.75**

CAPISTRANO. Price **\$2.00.** See page 5 for description and color plate.

CHARLOTTE ARMSTRONG. (Pat No. 455) AARS—1941. Long carmine red buds open to big salmon-cherise roses of about 30 petals, on long stems. Plant grows tall and vigorous, with dark leathery leaves, nearly always in bloom. The brilliant color, fine form and fragrance make this rose one of the best. **\$2.00**

CHRYSLER IMPERIAL. Price **\$2.50.** Shown in color on page 4 with description.

DAINTY BESS. Popular single light pink flowers with red stamens. Tall vigorous plant, excellent for massing. **\$1.35**

DAMON RUNYON. (Patent Applied For) An outstanding new red rose of great vigor, the heavy canes clothed with deep green coppery foliage. Long spiral buds of bright scarlet unfold to big 50-petaled roses of lustrous crimson, richly fragrant. One of the most free flowering of all, wonderful for cutting. **\$2.00**

ETOILE DE HOLLANDE. One of the very best red roses. Dark red buds and glowing crimson blooms of delightful fragrance. Vigorous bush of medium size, fine foliage. **\$1.35**

FIESTA. (Pat. No. 389) Unique among roses, the double blooms of vermilion red striped and flecked bright yellow. Low, spreading plant, needs ample water and fertilizer for finest flowers. **\$2.25**

FORT KNOX. (Pat. Applied For) A fine new Howard Rose for 1956, with large quantities of golden yellow double flowers of rich, heavy texture, non-fading. It has a distinct fragrance. The strong upright plants grow 3 to 4 ft. high, bloom freely and are covered with luxurious copper green foliage — that's Fort Knox. **\$2.25** See p. 9 for color illustration.

FORTY-NINER. Price **\$2.25.** See page 4 for color plate and description.

FRAU KARL DRUSCHKI. Still one of the best white roses, with long pointed buds and waxy white blooms. Strong tall bush, thrives in all sections. **\$1.35**

FRED EDMUNDS. (Pat. No. 731) AARS—1944. Burnt orange buds, very large cup-shaped roses with 25 to 30 petals, vivid coppery orange, intensely fragrant. Bush is of medium height, heavy shiny foliage. **\$2.00**

(Continued on page 6)

California Flowerland Bush

MOJAVE \$2.75



TIFFANY
\$2.75



TIFFANY

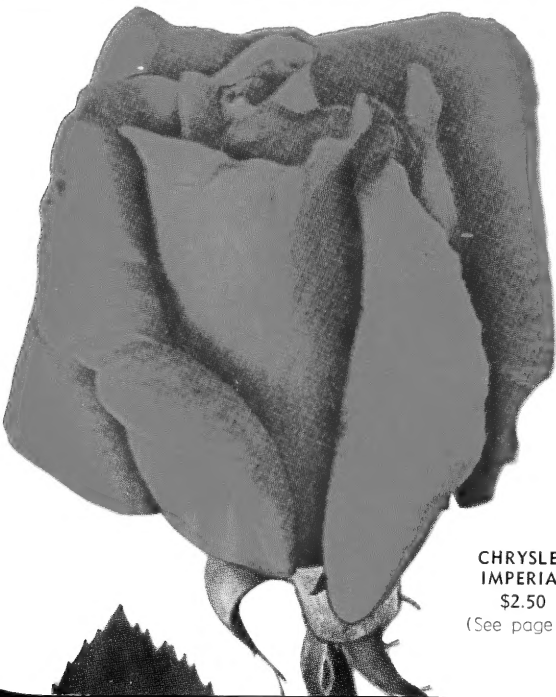
1955 All-America Winner

(Pat. No. 1304)

Prize winning Hybrid Tea Rose of exceptional beauty and outstanding quality. The long pointed buds are deep pink with golden yellow shading at base of petals, and open to perfectly formed double roses with petals of heavy texture, rich phlox-pink in color. Flowers intensely fragrant, long-lasting, and are produced singly on long, strong stems. Plant grows 3 to 4 ft. high, vigorous, with handsome deep green foliage. \$2.75

FORTY-NINER—AARS-1949

Pat. No. 792. One of the most brilliant and showy, the outside of the petals chrome yellow, inside oriental to cherry red, of lovely form and fragrance. Vigorous plant with handsome foliage and few thorns. \$2.25



CHRYSLER
IMPERIAL
\$2.50
(See page 5)



FORTY-NINER
Bush Rose \$2.25
Climber \$2.50
Tree Rose \$5.00
Page 4

HELEN TRAUBEL
\$2.50



Roses for 1956

MOJAVE—AARS-1954

(See opposite page)

Pat. No. 1176. The most brilliant orange colored rose yet introduced — glowing orange with tones of flame scarlet and vermilion, like a desert sunset. Long stemmed buds open to large, broad-petalled roses of pleasing fragrance. Bush is tall, vigorous, and produces a continuous spectacular display in the garden. \$2.75

HELEN TRAUBEL— AARS-1952

Pat. No. 1028. This beautiful pink rose varies in tone from soft pink to luminous apricot and rose. The long pointed buds and big, broad-petalled roses are long lasting, richly fragrant. Plants are vigorous, with heavy deep green foliage, and bloom freely. \$2.50

CHRYSLER IMPERIAL—AARS-1953

Pat. No. 1167. Long tapering buds of velvety maroon unfurl to beautiful high centered roses of lovely form, on sturdy stems of medium length. The open flowers are vivid crimson red in tone, average 4 1/2 to 5 inches across, with 40 to 50 petals, and are long lasting. Bush is of medium height, compact and symmetrical, with healthy, dark green foliage. \$2.50

CAPISTRANO
\$2.00



SUTTER'S GOLD
Bush Rose \$2.25 Climber \$2.50



CAPISTRANO—AARS-1950

Pat. No. 922. Long stemmed buds and big blooms of glowing rose pink that does not fade or change, delightfully fragrant. Blooms constantly. \$2.00

SUTTER'S GOLD—AARS-1950

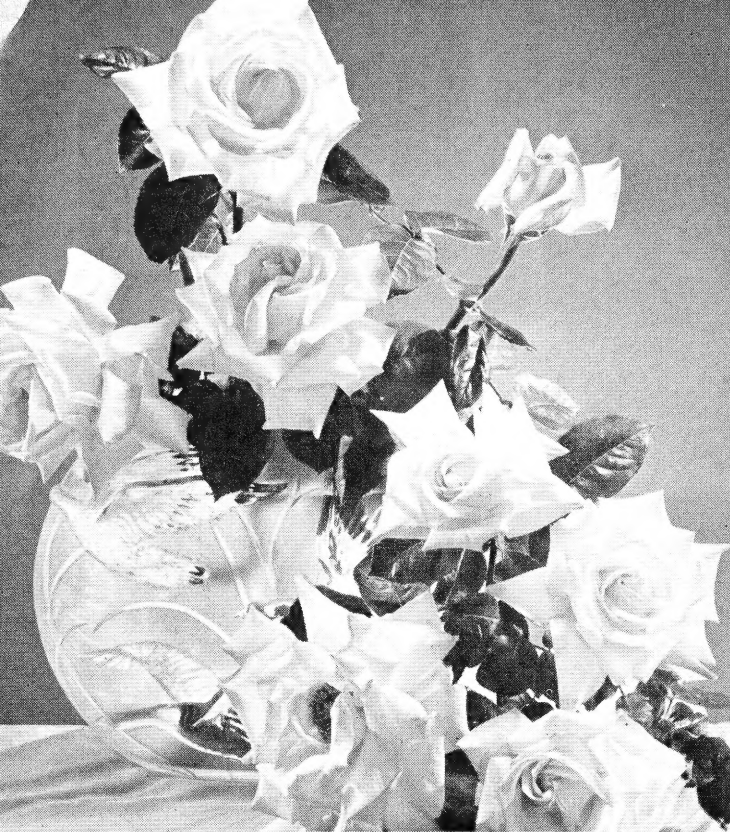
Pat. No. 885. An outstanding yellow rose with beautiful long buds shaded coppery red, opening to big fragrant blossoms of deep yellow, shaded and veined coppery red. Tall vigorous plant with healthy glossy foliage, always in bloom. \$2.25

Paul J. Howard's

Peace

Pat. No. 591. In 1946, Peace won the All America award as the finest rose. Since then, Peace has been winning innumerable other awards and is still considered the finest of all roses. The rich yellow buds open to soft yellow blooms of immense size, each petal edged with cerise pink. The roses are very double, high centered, with petals of heavy substance, produced on strong stems, and last for many days when cut. Plants are of great vigor, with shiny, almost holly-like foliage, and bloom from early spring to late fall. \$2.50

PEACE is available also as a Climber at \$2.50; as a Tree Rose, \$5.00.



FRED HOWARD. (Pat. No. 1006) AARS—1952. This glorious yellow rose was one of the last developed by the late Fred Howard, and was named for him. Plants grow to 4 ft. high, rugged and bushy, with lustrous dark green foliage. Long yellow buds are pencilled pink at the tips; the large graceful blooms, with 50 to 60 petals, are deep golden yellow, darker at the center, and suffused with pink at the edges. Cool weather in fall intensifies the yellow tone. The rich coloring, and fragrance, lasting qualities and heavy long stems combine to make Fred Howard the ideal yellow rose for the garden and cut flowers, from early spring to late fall. **\$2.00** (See page 8 for illustration in color.)

GOLDEN HOUR. (Pat. No. 1009) One of the famous Paul J. Howard roses, the scion of Los Angeles and California. Buds and blooms are of lovely graceful form, very double and sweetly fragrant, on exceptionally long stems with few thorns. Golden Hour is rich golden orange, with reverse side of petals glowing orange deepening in cool weather. Bushy, well branched plants are of medium height, with leathery foliage, and bloom constantly. **\$2.00** (See page 9 for illustration in color.)

GRANDE DUCHESSE CHARLOTTE. (Pat. No. 774) Long stemmed buds and double roses of rich Morocco red, changing to coral, with fruity fragrance; tall, vigorous bush. **\$2.00**

HEART'S DESIRE. (Pat. No. 501) AARS—1940. The rich deep red, non-fading, and true rose fragrance of this beautiful rose is not surpassed by any of the newer roses. Vigorous tall bush with luxuriant deep green foliage, nearly always in bloom. **\$1.75** (See color illustration on page 8.)

HEDDA HOPPER. (Pat. No. 1047) An exquisite light pink rose with golden overtones, long lasting when cut. Long buds open to full centered, beautifully formed roses with wavy petals and sweet fragrance. Sturdy bush with coppery foliage. **\$1.75** (See page 9 for color plate.)

HELEN TRAUBEL. Price **\$2.50.** Shown in color on page 5, with description.

HENRY FORD. (Pat. No. 1218) This new Howard rose, the result of a cross between The Doctor and Pink Dawn, has long spiral buds and beautiful double, broad-petalled blooms of clear peach pink, intensely fragrant. The rugged bushes are free flowering, with heavy foliage. We consider this one of the finest pink roses. **\$2.25** (See color illustration on page 8.)

LA JOLLA. (Pat. No. 1103) Lovely buds and blooms of soft lilac pink, varying to cream and gold at the center; petals are broad and wavy. Plant is upright, vigorous and bushy, with glossy foliage; blooms freely. **\$2.75**

LOWELL THOMAS. (Pat. No. 595) AARS—1944. Tightly furled golden yellow buds, large graceful canary yellow blooms with tea fragrance; plant thrives everywhere. **\$2.00**

MOJAVE. Price **\$2.75.** Illustrated in color on page 4 with description on page 5.

MME. HENRI GUILLOT. (Pat. No. 664) One of the most richly colored roses; long buds and large open fragrant flowers of reddish orange to raspberry rose, on long strong stems. Big bushy plant with handsome foliage. **\$2.00**

OLIVE PERCIVAL. (Pat. No. 944) This Paul J. Howard rose belongs in every rose garden. We have had more words of praise from customers for Olive Percival than for any other rose in our list,—for its exquisite buds, lovely coral red color, and above all, for its strong healthy growth and great profusion of buds and blooms throughout the year. Olive Percival has lovely long slender buds of vivid cherry red, flushed gold at the base of petals. The graceful semi-double flowers, with thick heavy petals, on long strong stems, open slowly and are long lasting, ideal for cutting. Olive Percival was chosen as the "National Teachers' Rose" and planted in the Rose Garden at the White House, in the spring of 1954. **\$2.00** (See page 8 for color illustration.)

MRS. E. P. THOM. An old favorite,—buds and blooms of deep yellow; dark glossy foliage; blooms constantly. **\$1.35**

PICTURE. Beautifully formed buds and roses of soft salmon pink; nearly everblooming. **\$1.50**

BUSH ROSES for 1956

PRESIDENT EISENHOWER. (Pat. No. 1217) A modern American Beauty type of rose, rich rosy red. Large ovoid buds open to immense double fragrant blooms having 35 to 40 petals. Stems are long, strong, with few thorns; foliage is dark green, disease resistant. The vigorous plants grow to 2½ ft high. **\$2.00**

PRESIDENT HERBERT HOOVER. Beautiful long buds of brick red, large double fragrant roses, a blend of scarlet, pink and orange yellow, on very long, strong stems. Tall vigorous bush, blooms continuously. Still one of the most popular roses. **\$1.35**

SAN FERNANDO. (Pat. No. 785) AARS—1948. Perfectly formed long buds, long lasting double roses of unfading currant red, spicily fragrant. Foliage is leathery deep green, disease resistant; bushy plant of medium size. **\$1.75**

SLEIGH BELLS. (Pat. No. 1004) Paul J. Howard's lovely white rose has become America's favorite. The large ovoid buds are borne singly on very long, strong stems, and open gradually into large fragrant blooms, with 40 or more broad petals of heavy substance. A trace of lemon yellow at base of petals, a tinge of pink, add life to the flower. The tall, vigorous bushes are clothed with thick leathery foliage, disease resistant. Sleigh Bells thrives in all areas, and bloom continuously until late fall. **\$2.00** (See back cover for illustration.)

QUEEN ELIZABETH. Price **\$2.75.** Shown in color on page 12; description on page 2.

SANTA ANITA. (Pat. No. 539) Long graceful buds and beautiful blooms of deep rose pink, on long, nearly thornless stems; richly fragrant; tall plant, deep green foliage. **\$1.50**

SUTTER'S GOLD. AARS—1950. See page 5. **\$2.25**

TALISMAN. An old favorite with lovely buds and roses of rose and gold; blooms constantly. **\$1.35**

TEXAS CENTENNIAL. (Pat. No. 162) Long brick red buds and huge rosy carmine roses of rich fragrance, on very long strong stems. One of the most vigorous of all, blooms continuously. **\$1.50**

THE DOCTOR. Immense, perfectly formed, fragrant double roses of silvery pink. **\$1.35**

TIFFANY. Price **\$2.75.** See page 4.

TOM BRENEMAN. (Pat. No. 986) A grand rose of great beauty and vigor. The long buds of coral rose open to big double roses resembling the famous American Beauty, in rich deep rose color and intense fragrance, and are borne on tall, strong stems. Long lasting when cut; bush blooms constantly, exceptionally fine in fall. **\$2.00** (See page 8 for illustration.)

WILL ROGERS. Darkest red of all, thrives best inland, richly fragrant. **\$1.50**

Paul J. Howard's TREE ROSES

Paul J. Howard's Tree Roses have symmetrical, well branched crowns, budded on strong straight stems, 38 inches from the ground. See descriptions of varieties in the list of Bush Roses.



PINK SHADES

Fashion
Helen Traubel
Henry Ford
Pink Rosette
The Doctor
Tiffany

RED SHADES

Charlotte Armstrong
Chrysler Imperial
Etoile de Hollande
Heart's Desire
Olive Percival

YELLOW and ORANGE

California
Lowell Thomas
Mojave
Mrs. Pierre S. Dupont
Mrs. E. P. Thom
Peace
Sutter's Gold

WHITE

Charlie McCarthy
Sleigh Bells

VARI-COLORED

Circus
Jiminy Cricket
President Hoover
Talisman

PRICE: Bare-Root Tree Roses, each \$5.00. Available until March 15.

TREE ROSES established in containers, staked, are \$5.50 each, available for local delivery only.

10% DISCOUNT on Orders for 10 or more Tree Roses, one kind or assorted varieties.

All bare-root Tree Roses sent at purchaser's expense, charges collect. Please add 50c to each Tree Rose for packing.

Famous Howards

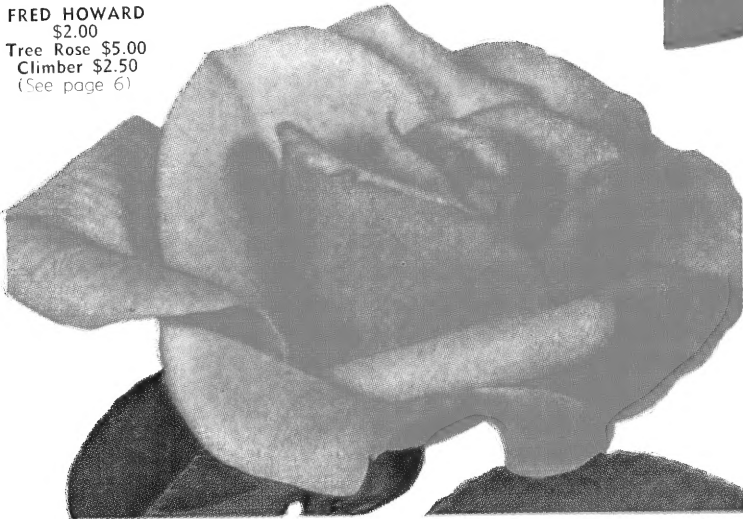


TOM BRENEMAN—\$2.00
(See page 6)



HEART'S DESIRE
Tree Rose \$5.00 Bush Rose \$1.75 Climber \$1.75
(See page 6)

FRED HOWARD
\$2.00
Tree Rose \$5.00
Climber \$2.50
(See page 6)



OLIVE PERCIVAL
\$2.00
Tree Rose \$5.00
(See page 6)



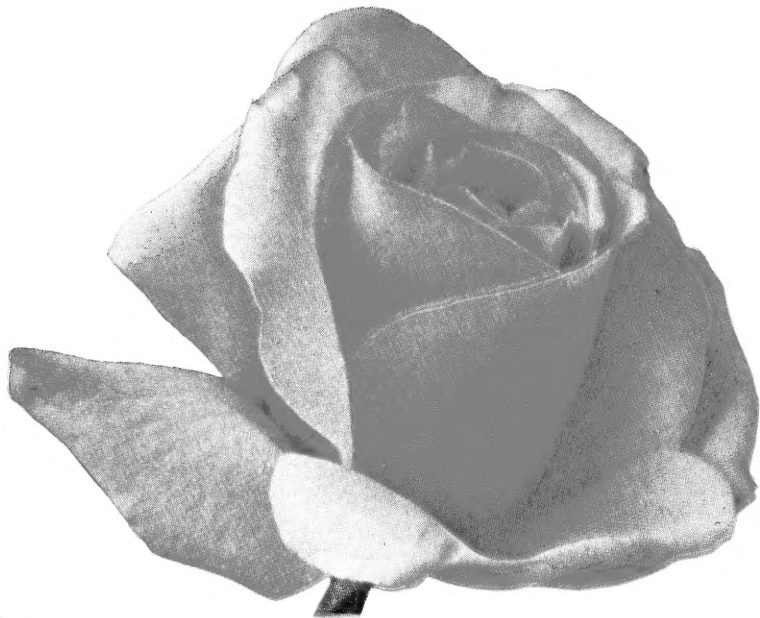
HENRY FORD—\$2.25 (See page 6)



ward Roses

For Southland
Rose Gardens

HEDDA HOPPER—\$1.75
(See page 6)



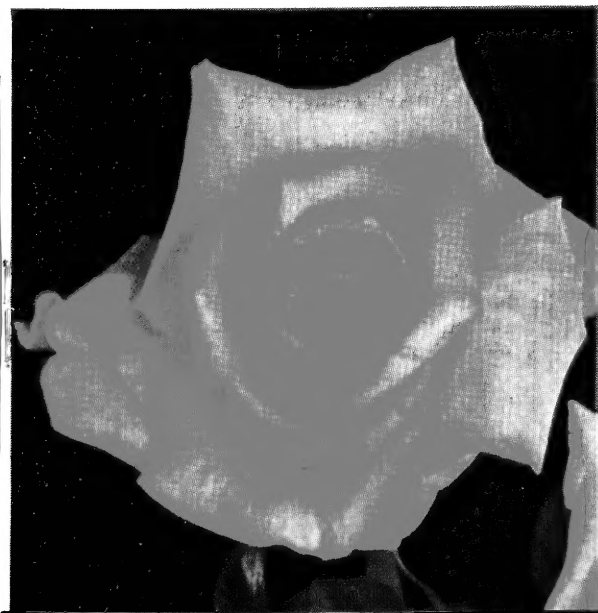
DAMON RUNYON
\$2.00
(See page 3)



FORT KNOX
\$2.25
(See page 6)



GOLDEN HOUR—\$2.00
(See page 6)





California Flowerland CLIMBING ROSES

*Plant Everblooming
Climbing Roses for year
'round beauty, on fences,
walls, pergolas.*

CL. BELLE OF PORTUGAL. The popular winter double climber, with beautiful long buds and broad-petaled roses of pale salmon pink. **\$1.50**

CL. CALIFORNIA. (Pat. No. 1136) Paul J. Howard's wonderful golden orange rose in climbing form, just as vigorous and even more free flowering than the famous bush rose; exceptionally fine in coastal areas. **\$2.00**

CL. CECILE BRUNNER. Masses of fragrant little double pink roses; very vigorous, good foliage. **\$1.50**

CL. CHARLOTTE ARMSTRONG. (Pat. No. 523) One of America's top roses in climbing form, with the same vigor, the same lovely buds and roses of brilliant cerise red, as the bush rose. **\$2.50**

CL. CHRISTOPHER STONE. (Pat. No. 626) Showy scarlet-crimson roses on vigorous plant. **\$1.75**

CL. DAINTY BESS. Graceful sprays of charming single pink roses all summer. **\$1.50**

CL. DESCANSO PILLAR. (Pat. No. 943) Showy pillar rose with tall branches of exceptional vigor that need no support. Luxuriant deep green foliage, disease resistant, high centered double roses of great size and urn shaped buds are clear begonia rose to deep rose pink, sweetly fragrant, and produced on very long stems, often in clusters. Blooms continuously. **\$2.00**

CL. ETOILE DE HOLLANDE. Just as fine and just as popular as the bush rose; double rich deep red roses, one of the very best. **\$1.50**

CL. FLORADORA. (Pat. No. 1054) This brilliant Floribunda rose in climbing form should be popular wherever a showy, vigorous growing rose is wanted. Big open sprays of perfectly formed little buds and double blooms, light cinabar red, are produced freely all spring and summer. **\$2.00**

CL. FORTY-NINER. (Pat. No. 1094) This showy multicolor rose in climbing form; fragrant double blooms are oriental red inside, chrome yellow outside; vigorous grower with fine foliage. **\$2.50**

CL. FRED HOWARD. (Pat. Applied For) A valuable addition to the list of yellow climbing roses; lovely golden yellow blooms on long stems; extremely vigorous and free flowering. **\$2.50**

CL. GOLD RUSH. One of the very best yellow climbing roses, glossy foliage. **\$1.50**

CL. HEART'S DESIRE. (Pat. No. 663) Fragrant big deep red roses; vigorous plant. **\$1.75**

CL. HIGH NOON. (Pat. No. 704) AARS—1948. Bright yellow buds and semi-double roses, nearly thornless, on long stems. Exceptionally good where an easily controlled climber is desired, grows 8 to 10 ft. high. **\$2.00**

CL. KAISERIN AUGUSTA VIKTORIA. An old favorite, big double white flowers slightly tinged lemon yellow at center; deep green foliage. **\$1.50**

CL. LOS ANGELES, Popular pink, coral and gold. **\$1.50**

CL. LOWELL THOMAS. (Pat. Applied For) Lovely long buds and large graceful canary yellow roses with sweet fragrance; exceptionally vigorous as a climber. **\$2.50**

CL. MRS. PAUL J. HOWARD. (Pat. No. 450) Deep velvety red buds, fragrant double roses of unfading crimson. **\$1.75**

PAUL'S SCARLET CLIMBER. Big showy clusters of semi-double roses, vivid, unfading scarlet. **\$1.50**

CL. PEACE. (Pat. No. 932) The huge double yellow roses, edged cerise, are produced even more freely on the climber than on bush. **\$2.50**

CL. PINKIE. (Pat. No. 1076) The charming Floribunda rose in climbing form, with clusters of pretty buds and 2-inch blooms, bright pink, almost covering the plant. **\$2.75**

CL. PRESIDENT HERBERT HOOVER. Brilliant long stemmed roses of rose, gold and red; vigorous, always in bloom. **\$1.50**

CL. ROSE MARIE. Popular rose pink. **\$1.50**

CL. SANTA ANITA. (Pat. No. 834) Beautifully formed buds and blooms, deep rose pink; nearly thornless, fine foliage. **\$1.75**

CL. SUTTER'S GOLD. (Pat. No. 1185) This grand deep yellow rose, with veining and shading of coppery red, is a valuable addition to the list of yellow climbing roses. Vigorous, free flowering, with beautiful glossy foliage. **\$2.50**

CL. TALISMAN. Still one of the best, with fragrant rose and gold buds and blooms. **\$1.50**

CL. TEXAS CENTENNIAL. (Pat. No. 565) Long stemmed brick red buds and roses, carmine to deep pink, of immense size and intense fragrance. Will cover large areas. **\$2.00**

CL. VILLE DE PARIS. Long popular as one of the best yellow roses. **\$1.50**

Paul J. Howard's Floribunda Roses

CAROL AMLING—The "Pink Garnette" (Pat. No. 1126) The most exquisite of all small pink roses. Double flowers average 2 inches across, sweetly fragrant, and are produced singly or in upright clusters. The color is deep rose pink shading to lighter pink at the edges. Bush is 4 to 5 ft. tall, exceptionally vigorous, with handsome dark foliage, blooms continuously. **\$1.75**

CARROUSEL. (Pat. No. 1066) One of the very best, producing great quantities of velvety dark red roses, singly or in sprays, on long stems, with excellent keeping qualities. Plants grow 4 to 5 ft. tall, exceptionally vigorous, with healthy foliage, thrive everywhere. **\$2.00**

CHINA DOLL. (Pat. No. 678) For a low hedge, border or for massing, there is no more charming or satisfactory plant. Rounded bushes, 18 inches high, have glossy, mildew resistant foliage, are nearly thornless, and covered with clusters of small double pink roses. **\$2.00**

CIRCUS. All America for 1956. See Front Cover for illustration, page 2 for description. **Price \$2.50**

EMBERS. (Pat. No. 1178) Vivid crimson roses, the color of glowing embers, on a compact plant with dense green foliage, makes this an excellent hedge rose. Grows 3 to 4 ft. tall, always in bloom. **\$2.00**

FASHION. (Pat. No. 789) AARS—1950. Sprays of charming fragrant small tea roses, coral pink overlaid with gold. Pointed buds are oriental red. Bushy plants, 3 ft. tall, with good foliage, bloom continuously; excellent for massing. **\$2.00**

FLORADORA. Very double cup-shaped fragrant roses, bright cinabar red, in clusters. Vigorous bushy plant grows 3 to 4 ft. tall, always in bloom; healthy leathery foliage. **\$1.50**

FROLIC. (Pat. No. 1179) Large sprays of bright pink double blooms of good size cover the plants for many months. Vigorous plants, 2 to 3 ft. high, with heavy foliage, fine for borders and massing. **\$2.00**

GARNETTE. This popular small red florists' rose is just as fine in the rose garden. Clusters of perfectly formed roses of intense deep red, on smooth stems, will last a week when cut. Bushy plant, 18 inches high, with dark leathery foliage. **\$1.35**

GOLDILOCKS. (Pat. No. 672) The best yellow Floribunda, with buds and double roses of rich golden yellow, 3 inches across. Vigorous plant, 2½ ft. tall, blooms continuously. See next page. **\$1.50**

IMPROVED CECILE BRUNNER. (Pat. No. 851) A graceful rose of "Sweetheart" type, slightly larger than the old Cecile Brunner. Vigorous plants produce sprays of exquisite small pointed buds and double roses of soft peach to salmon pink. **\$1.50**

JIMINY CRICKET. **\$2.25** See page 12.

LILIBET—AARS—1954. (Pat. No. 1209) Exquisite in form and coloring, the perfectly formed little buds of dawn pink open to charming very double small roses of soft cream pink with darker shadings. Flower clusters of 3 to 10 blooms are produced in long sprays, on compact bushy plants, 2 to 3 ft. tall. Vigorous, healthy, blooms especially well in fall. **\$2.00**

MARGO KOSTER. An old favorite, with large clusters of small double orange-red roses. Dwarf hardy plant. **\$1.35**

PINK ROSETTE. (Pat. No. 902) Beautifully formed symmetrical double little roses of bright pink, in open sprays; vigorous plants, 3 ft. tall with heavy foliage. **\$1.50**



CHARLIE McCARTHY

CHARLIE McCARTHY. (Patent Applied For) A lovely novelty, and one of the most charming little roses. The plants are dwarf and bushy, globular in shape and not more than 18 inches high, with sparkling shiny bright green foliage, and resemble neatly clipped boxwood. Miniature creamy white buds and pure white roses completely cover the plants from spring until fall. Use as a low hedge around rose beds, or for massing, and in pots. **\$2.00**

PINKIE. (Pat. No. 712) AARS—1948. Pretty little buds and semi-double open roses of bright rose pink, in big clusters, low bushes. **\$1.75**

RED PINOCCHIO. (Pat. No. 812) Large clusters of deep velvety red double roses; 3 ft. **\$1.50**

ROSENELFE. Miniature pink buds and beautifully formed roses, two inches across, are produced in big open sprays, long lasting when cut. Vigorous hardy plant, 3 ft. tall, thrives everywhere. **\$1.50**

SUMMER SNOW. (Pat. No. 416) Clusters of pure white small double roses completely cover the bushy dwarf plants, 12 to 18 inches tall, for a long season. Foliage is light green. **\$1.50**

THE FAIRY. A charming dwarf rose of low growth and spreading habit that makes it ideal for use as ground cover on banks or other large areas, or as a border. Hardy, disease resistant, producing masses of delicate light pink roses in clusters. **\$1.50**

VOGUE. (Pat. No. 926) AARS—1952. A unique Floribunda, with flowers of Hybrid Tea type borne in clusters; the dark red buds open to high centered double rose blooms flushed with salmon, with spicy fragrance. Plants are bushy, 2½ to 3 ft. high, with dark green foliage. See next page. **\$2.00**

SPECIAL DISCOUNT ON FLORIBUNDA ROSES

Buy 25 or more of any ONE Floribunda—deduct 20%. For instance, if you want to plant a bed or border of 25 or more Charlie McCarthy (and who wouldn't?) they will cost you just \$1.60 each, instead of \$2.00. You'll want to plant more Floribundas for a mass display from spring to fall.

Floribunda Roses

GOLDILOCKS—\$1.50 (See page 11)



QUEEN
ELIZABETH

New Grandiflora
Rose
\$2.75

(See page 2)



JIMINY CRICKET, All-America Floribunda Rose for 1956. (Pat. Applied For.)

Vigorous bushy plant, covered until late fall with long sprays of bright buds and blooms. Buds are tangerine red, opening to coral orange semi-double roses that change to coral pink as they age. Flowers are fragrant, long lasting; foliage glossy bronze green. A fine hedge and background plant. \$2.25

THE NEW GRANDIFLORA ROSES are vigorous, tall, with buds and blooms of tea-rose form, usually in big showy, long stemmed clusters. Queen Elizabeth, Carrousel, Buc-caneer belong to this class.

JIMINY CRICKET—\$2.25

VOGUE
New Floribunda—\$2.00
(See Page 11)



Paul J. Howard's

HYBRID SINGLE

GERBERAS

Single Gerberas or Transvaal Daisies have a grace and charm all their own, as garden and cut flowers. We have developed a strain that we believe is beyond compare in size of flower, form and color range. Very long graceful petals surround the center disc, which is small and often of contrasting shade. The color range includes rich crimson, deep rose, scarlet and orange, and delicate pastel shades of cream, yellow, pink, salmon and white, in mixture only.

Strong divisions (will bloom soon)
3 for \$1.00, dozen \$3.50

Blooming clumps, in 1-gal. containers,
Each \$1.00, 5 for \$4.50

CULTURE: Plant Gerberas in full sun, in well drained soil. Do not allow soil to cover crown or center of plants. Irrigate thoroughly, and do not water again until soil is fairly dry. Avoid sprinkling and too frequent watering. Protect from frost in colder areas.



California Flowerland

CARNATIONS

New National Park and State Series

Carnations for your garden with the perfection of florists' bloom. To combine the large, showy cut-flower type of Carnations with the compactness of growth, stout stems and hardiness of the garden variety; to produce a strain that can be grown to perfection with a minimum of tying and staking, is our constant aim, and these new varieties are the greatest advancement yet in Carnations. Plants ready about February 15.

3 for \$1.45, dozen \$4.50

Bryce—Bright Scarlet.
Carlsbad Caverns—Vivid rose pink.
Glacier—Huge pure white.
Kings Canyon—Rich mauve lavender.
Mesa Verde—Deep red.
Mount Lassen—Fine plum purple.
North Dakota—Daybreak pink, one of the best.
Sequoia—Deep maroon.
Yellowstone—Lemon yellow.

VARIEGATED AND NOVELTY CARNATIONS

Crater Lake—Pink and white.
Grand Canyon—Buff orange striped scarlet.
Hawaii—Lavender with purple stripes.
Nevada—White, pencilled deep pink.
Smoky Mountain—Marble white with carmine stripes.
Yosemite—White, flecked with rose.
Zion—Coppery tone, striped cerise.

CULTURE: Plant Carnations in full sun, in well prepared soil with good drainage. Keep plants pinched back until they are well branched and bushy. Feed with bone meal or commercial fertilizer in spring and again in summer; irrigate regularly.



Paul J. Howard's Choice FLOWER SEEDS

Novelties and Specialties

All Flower Seeds sent postpaid in United States

NEW CARNATION—Orange Sherbet. Large double fragrant blooms of Chabaud type, deeply cut, orange apricot flushed and striped scarlet; blooms freely. **Pkt. 35c**

CARNATION—Chabaud Perpetual Flowering Giants. Blood Red, Spectrum Red, Rose, Salmon, Yellow, White and Mixed Colors. **Pkt. 25c**

NEW SALVIA-FIRE WORKS Fiery red blooms on bushy plants 12 inches tall, 20 inches across; very early. **Pkt. 35c**

NEW PETUNIAS

Carnival F-2 Hybrid. Grandiflora type, mostly waved or ruffled, wonderful range of colors in mixture; ideal dwarf bedding plants, bloom freely. **Pkt. 35c**

Fire Dance AAS-1956 Bright salmon scarlet, yellow throat, fringed and ruffled flowers to 4 inches across. Dwarf, compact. **Pkt. 35c**

Pow Wow Blended mixture of new Indian Petunias, ruffled, brilliant colors; dwarf, uniform habit of growth. **Pkt. 35c**

Dwarf Giants of California, Ramona Strain Huge ruffled blooms, light and dark shades. **Pkt. 50c**

Fluffy Ruffles Fringed and ruffled, all shades in mixture. **Pkt. 50c**

Dwarf Bedding Petunias Nana compacta. **Rosy Morn** rose pink; **Fire Chief** scarlet; **Silver Blue** light blue; **Snow Queen** white; **Mixed Colors.** **Pkt. 25c**

MARIGOLDS

MAN IN THE MOON Giant carnation type, palest yellow. 2½ ft. **Pkt. 25c**

FLUFFY RUFFLES Huge double lacy golden yellow blooms, early. **Pkt. 25c**

SUNSET GIANTS Gold and Orange tones in mixture, tall bushy plants. **Pkt. 25c**

YELLOWSTONE Chrysanthemum type blooms, huge golden yellow, tall. **Pkt. 25c**

FRENCH DWARF MARIGOLDS Double Mixed, all shades, for borders. **Pkt. 25c**

NASTURTIUMS Double Gleam Hybrids Golden, Orange, Salmon, Scarlet, Moon Gleam (pale yellow) and Mixed Colors. **Pkt. 25c, oz. 50c**

NASTURTIUMS Single Dwarf or Tall, Mixed Colors. **Pkt. 25c, oz. 40c**

SWEET ALYSSUM Carpet of Snow Pure white, 3 inches high. **Pkt. 25c, ½ oz. \$1.05; oz. \$1.90; ¼ lb. \$5.00**

Royal Carpet Rich deep violet, spreading plants 4 inches high. **Pkt. 25c, ¼ oz. \$1.65; ½ oz. \$3.00; oz. \$5.00**

CUTHBERTSON SWEET PEAS

Extremely vigorous, heat resistant, large blooms on long stems. One packet of seed will plant 10 ft. of row, an ounce to 35 ft. **PRICE: Pkt. 25c, 5 pkts. for \$1.00; oz. 65c, ¼ lb. \$1.75; lb. \$6.50**

Alice Blush salmon

Billy Light carmine

Connie Chamois

Danny Dark blue

David New Cuthbertson Floribunda type, bright rose crimson.

Jennie White

Jessie Mauve lilac

Katie Rose cream pink

Kenneth Crimson

Liza Maroon

Lois Rose pink

Marion Cream

Mac Ruffled purple maroon

ASTERS

Giant Crego-Wilt Resistant Azure Blue, Peach Blossom Pink, Shell Pink, Deep Rose, Royal Purple, White, and Mixed Colors. **Pkt. 25c**

Giant California Sunshine Tufted yellow center, broad outer petals, Mixed Colors. **Pkt. 25c**

Single Giant Asters Mixed Colors. **Pkt. 25c**

BELLS OF IRELAND Charming annual for flower arrangements, long curving stems are closely set with flaring, bell-shaped flowers of bright green, long lasting. Sow in sandy loam when weather is warm, or in seed flats. Needs full sun. **Pkt. 35c**

COSMOS Early Sensation Pink, Red, White, and Mixed Colors. **Pkt. 25c**

DAHLIA Paul J. Howard's Dwarf Hybrids Showy for bedding, and graceful cut flowers. Unwin type, Double and Single Mixed. **Pkt. 25c**

DELPHINIUM Pacific Giant Hybrids A blend of all shades of blue, lavender, and white, grown in our field at California Flowerland. **Pkt. 35c**

GLOXINIA Strikingly beautiful house plants, with big bell-shaped blooms in massive clusters, velvety foliage. **Deep Crimson**, and **Mixed Colors.** Sow indoors, in flats, like Begonia seed. Jan.-Feb. **Pkt. \$1.00**

ZINNIAS

NEW-ICE CREAM Giant double Cactus type, quilled petals, true cream color, vigorous, free flowering. **Pkt. 35c**

PLUS EX CACTUS HYBRID F3 A wealth of new shades found in no other mixture or strain; blooms 6 to 7 inches across, extra double. **Pkt. 35c**

DAHLIA FLOWERED ZINNIAS **Dream-** lavender; **Exquisite-pink;** **Golden Dawn;** **Luminosa-** salmon rose; **Polar Bear-** white; **Will Rogers-** crimson red; and **Mixed Colors.** **Pkt. 25c**

PASTEL ZINNIAS California Flowerland Mixture of light shades. **Pkt. 25c**

Fantasy Zinnias Shaggy blooms with petals twisted and rolled, mixture of rich shades. **Pkt. 25c**

Lilliput Zinnias Miniature pompom flowers, separate and mixed colors. **Pkt. 25c**

Paul J. Howard's DECIDUOUS FRUIT TREES

Developed and selected for quality and fine flavor, and for their adaptability to Southland conditions.

APPLE—**Beverly Hills**, large juicy tangy red and yellow. August. \$2.00

↘ **Red Delicious**, Finest quality and flavor. \$2.00
 ↘ **Transcendent Crab**, Best for jelly, pickles; dependable bearer. \$2.00

APRICOT—**Reeves**, Early, large round delicious fruits. \$2.50

↘ **Moorpark**, July; **Royal**, June. \$2.00

FIG—**Black Mission**, **Brown Turkey**, **Adriatic** (white) **Kadota** (white) \$2.00

NECTARINE—**Panamint**, Large round deep red, with sweet juicy orange flesh; best for coastal areas. July \$3.00

↘ **Pioneer**, Large sweet maroon, orange flesh. \$3.00
 ↘ **Silver Lode**, Fine new white-fleshed fruits, creamy skin overlaid scarlet. Very early. \$3.00

PEACHES

↘ **Saturn**—The finest fruiting-flowering peach yet developed. Beautiful big double pink blooms are followed, in July, by golden yellow freestone peaches of rich sweet flavor. (Pat. applied for) \$3.50

↘ **Springtime**—New, earliest of all, ripens in May. Sweet juicy flesh, medium size white-flesh peaches with bright red skin. \$3.50

↘ **Bobolink**—Fine yellow, thrives everywhere, July. \$2.75

↘ **Robin**—Juicy white flesh, red skin. May-June. \$2.75

↘ **Fleming**—Semi-dwarf tree, big luscious yellow peaches, finest quality, freestone; July-Aug. \$2.50

↘ **Meadow Lark**—Large yellow fleshed peach, fine quality, June; for mildest coastal areas. \$2.50

↘ **Early Elberta**—Fine early yellow; **Miller's Late**—Sweet, good quality; Oct.-Nov. **Rio Oso Gem**—Immense fruits, yellow, good flavor; August. **Indian Blood**—Freestone, luscious sweet deep red flesh, large fruit with fuzzy red skin, best for interior sections. Each \$2.00

PEAR—**Winter Bartlett** Nov. \$2.00

PERSIMMON—**Fuyu** and **Hachiya** \$3.75

POMEGRANATE—**Wonderful** \$2.00

PLUM—**Howard Miracle**, Luscious sweet orange flesh, superb flavor, rich red and yellow color, July-Aug. Should have pollinizer. \$2.50

↘ **Hollywood**, Flowering-fruiting, with purple red foliage, pink blooms, sweet blood-red plums in June. \$2.00

↘ **Mariposa**, **Santa Rosa**, **Satsuma** Each \$2.00

PRUNE—**French** and **Sugar** Each \$2.00

ALMOND—**Ne Plus Ultra**, **Nonpareil**, and **Texas Prolific**. Each \$2.00

FLOWERING FRUIT TREES

FLOWERING PEACH—**Aurora**—early pink; **Helen Borchers**—late pink; **Double Red**, **Double White**, **Double Variegated**, red and white striped. Each \$2.50

FLOWERING PLUM—**Hollywood**, Purple red foliage, pink flowers, sweet red plums in June. \$2.00

Paul J. Howard's DWARF FRUIT TREES

For small gardens where space is limited, and for ornamental planting, these Dwarf Trees are ideal and will bear big crops of luscious fruits as fine as those of regular size.

Price: All Dwarf Fruit Trees, each \$4.50

↘ **APPLE**—**Dwarf Beverly Hills**, Red and yellow apples of fine flavor, Aug.

↘ **APRICOT**—**Dwarf Blenheim**, **Perfection**, **Royal**.

↘ **NECTARINE**—**Dwarf Boston**. Large yellow with deep red cheek, yellow flesh.

↘ **PEACH**—**Dwarf Elberta**, **Kim Elberta**, **Red Haven**, **Rochester**.

↘ **PEACH**—**Dwarf Flory**. Double red blossoms, sweet white fleshed freestone peaches. Grows about 6 ft. high, so 3 or 4 trees may be planted in the space required by one large tree.

↘ **PLUM**—**Dwarf Burbank**, **Climax**, **Santa Rosa**, **Satsuma**.

↘ **PEAR**—**Dwarf Winter Nelis**.

GRAPES

↘ **Cardinal**—Sweet red, Muscat flavor, early bush type.

↘ **Delight**—Large white seedless, Muscat flavor, finest quality; bush.

↘ **Golden Muscat**—Golden green grapes, delicious flavor; bush or trellis; thrives everywhere.

↘ **Concord**, **Muscat**, **Red Malaga**, **Ribier**, **Rose of Peru**, **Thompson Seedless**.

Price: Jumbo Plants, each 50c, 10 for \$4.50

BERRY PLANTS

↘ **Magna Berry**—Huge purplish black berries of finest quality, flavor of blackberry and raspberry. June. Each 60c, 10 for \$5.00

↘ **Blackberry**—**Ollalie**. Big crops of large sweet berries; vigorous heat resistant plants, do not produce long runners. 3 for \$1.00; 10 for \$2.50.

↘ **Thornless Boysenberry**, **Sodus Purple** and **St. Regis Red Raspberry**, 3 for \$1.00, 10 for \$2.50

STRAWBERRY—**Rockhill**—Everbearing, runnerless. 10 for \$2.50, 25 for \$5.00, 100 for \$15.00

↘ **Banner**—Finest quality and flavor, for home gardens; disease resistant. 25 for \$1.50, 100 for \$4.00

RHUBARB—**Strawberry**. Each 60c, 10 for \$5.00

ASPARAGUS—**New Paradise**, 25 for \$1.75, 100 for \$5.00

ARTICHOKE—**Green Globe** Each 60c, 10 for \$5.00

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

TELEPHONES: TEXAS 0-2951 • GRanite 3-1171 • EXmont 7-2118

11700 National Blvd., Los Angeles 64, California



Paul J.
Howard's
**SLEIGH
BELLS
ROSE**

See page 7

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, 11700 National Blvd., Los Angeles 64, Calif.

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